

Message Text

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COMMERCE FOR BEWT TRADE PROMOTION

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: MACHINE TOOLS TSS AND PENN STATE IOGA

REF: (A) USDOC 10955; (B) SOFIA 1033

1. EMBASSY AGREES TO SCHEDULE MACHINE TOOLS TSS FOR NOVEMBER 18-20 BUT ADVISES AGAINST SCHEDULING PENN STATE IOGA IN LATE OCTOBER OR EARLY NOVEMBER.
2. COMMERCIAL OFFICER WILL BE HEAVILY COMMITTED TO PROMOTION OF PLOVDIV PAVILION DURING AUGUST AND WILL BE AT FAIR FOR FIRST HALF OF SEPTEMBER. KEY LOCAL STAFF MEMBERS WILL BE AT PLOVDIV FOR ALL OF AUGUST AND FIRST HALF OF SEPTEMBER. COMMERCIAL OFFICER WILL ALSO BE AT EE COMMERCIAL OFFICERS CONFERENCE FOR AT LEAST ONE WEEK DURING SEPTEMBER 27-OCTOBER 1. PERIOD. THESE PRIOR COMMITMENTS SEVERELY LIMIT TIME AVAILABLE FOR COORDINATION OF SEPARATE SEMINARS.
3. BULGARREKLAMA AND BULGARIAN CHAMBER OF COMMERCE, MAIN ORGANIZATIONS INVOLVED IN PREPARATION FOR TSS AND IOGA PROGRAMS WILL ALSO BE RESTRICTED IN AVAILABLE PERSONNEL DURING THIS PERIOD. AS STATED IN REF B, MAXIMUM COMMERCIAL BENEFITS ARE ACHIEVED WHEN AMERICAN EXPOSURE IS SPREAD OVER LONGER TIME PERIOD.

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4. IN LIGHT OF THESE FACTORS, EMBASSY STRONGLY RECOMMENDS TWO MONTH INTERVAL BETWEEN TSS AND IOGA, WITH IOGA BEING RESCHEDULED TO EARLY 1977. IF THIS IS NOT POSSIBLE, EMBASSY REQUIRES SOONEST BASIC INFORMATION ON PROPOSED THEMES TO PRESENT TO RELEVANT MINISTRIES, FTOS, ETC., FOR PROMOTIONAL EFFORTS AND FEEDBACK. BOTH BEWT AND PENN STATE SHOULD ALSO BE AWARE THAT ADVANCE WORK HANDLED BY EMBASSY, BULGARREKLAMA AND CHAMBER OF COMMERCE DURING AUGUST AND SEPTEMBER WILL BE SEVERELY LIMITED.

5. IF PENN STATE IOGA ORGANIZERS CONTINUE TO PLAN ON TSS FORMAT IN SOFIA, THEY SHOULD BE AWARE OF HIGH COSTS OF SUCH PROGRAMS HERE. ARRANGEMENTS FOR MEETING HALLS, INVITATIONS, EQUIPMENT, ETC. ARE MADE THROUGH BULGARREKLAMA AGENCY, AND COSTS FOR PAST TWO TSS'S HAVE BEEN \$2500 AND \$4700. TSS PROGRAMS ALSO REQUIRE LONGER ADVANCE TIME TO MAKE NECESSARY ARRANGEMENTS. HERZ

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